

STUDENTS MAKE INNOVATION RECOMMENDATIONS TO BUSINESSES AFTER INTERNSHIPS AT SCHIPHOL, EQUENS, NXP AND OPG

Recommendations for innovating security checks, e-invoicing, social networking and medicine management

Amsterdam, 8 September 2008 - (NYSE: IBM) – Today a group of 15 students presented the final results of extraordinary internships at Amsterdam Airport Schiphol, Equens, NXP Semiconductors and OPG Group. During the summer this group of students went straight to work at actual IBM customers. The objective of the internships was to make recommendations to companies without any preconceived notions and to surprise them as much as possible with new insights.

Fifteen extremely talented students were divided into 4 project teams, each of which delivered an innovative concept within 12 weeks. The teams were assisted by IBM mentors. The starting point for each of these projects was a practical request from an IBM customer based on the company's daily activities. After completing a creative process, the teams worked the best idea into an appealing demonstration and a business case that demonstrated the feasibility of the solution.

Innovative proposal

At Amsterdam Airport Schiphol the students were faced with the challenge of developing a concept for security checks at Schiphol, taking into account the growth in the number of passengers, more stringent rules and maximum deployment of the security personnel. The students came up with a solution, with which passengers can be conducted through security checks at a more consistent pace.

“It is extraordinary to see how young people can come up with a solution within 12 weeks that is substantiated by a business case and an operating prototype. Their talent, their mutual collaboration, their considerable efforts and assistance from IBM were all decisive factors in this accomplishment. Schiphol has been offered a solution that has the potential to ensure that its security checks operate quickly and smoothly both now and in the future and contributes to improved passenger satisfaction,” according to Pierre Kemmere, Senior Projectmanager Business Unit Passengers.

For the Extreme Blue Team deployed at Equens, one of the biggest payments processors in Europe, the focus was on the many different invoice formats. The challenge: How do we make electronic invoicing as easy as electronic payments? Having one standard format can lead to an easy exchange of invoices between different parties. The students hope that their solution – translating formats and drawing up a new standard format based on the continued learning of the participating parties – can provide an extra stimulus for e-invoicing in the market.

Dave Rietveld, General Manager New Business Equens: “Recent technological developments make new, more efficient payment methods feasible. That is why Equens is adopting an innovative policy, geared to developing new payment products based on market desires. Our participation in IBM's Extreme Blue program offers talent within Equens, the possibility to further develop within the dynamic European payments market.”

The students on the NXP Semiconductors Extreme Blue Team were given the challenge of creating a new personal entertainment service. The students developed a great application that gives a local dimension to ‘social networking’, which is so popular these days. The service and equipment used, allows users to scan profiles of people (consisting of data from Hyves, Facebook, LinkedIn, etc.) that are located in the same web space and who have released their profiles. The user can then see at a glance whether a specific person shares his or her interests. This makes it easier to start a conversation with someone who is open to such contact.

“NXP was impressed by the speed with which the Extreme Blue Team addressed the challenge in terms of both the technology and the implementation aspects. The results are very interesting. We are going to study how we can use this application within our development projects,” declares Gerard Beenker, SVP and Manager of NXP Research.

The OPG Extreme Blue Team was requested to come up with a new service that would strengthen the bond between physician, patient, pharmacy and health care insurer. The concept the team worked on is a home device which allows the patient to monitor his health and organize his health care from home. For example, the home device can offer the patient different services such as medicine management and measuring blood pressure.

“The Extreme Blue Team delivered a business case based on good mutual consultation and collaboration, from which Mediq Pharmacies can benefit in the future. We found this to be a very successful initiative and are extremely grateful to IBM and the Extreme Blue Team for their commitment and for the results they delivered,” says René Boeschoten, CIO OPG Group.

Over Extreme Blue

IBM Nederland will be offering the Extreme Blue Program for the 6th time this year. The program is IBM’s breeding ground for talent, technology and business innovation for technical and business administration students. Extreme Blue offers participating companies the possibility to explore new, innovative solutions without much risk. Moreover, it stimulates young talent, giving its participants the opportunity to become acquainted with a specific market.

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